

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #026040

Mr. F. Attea

M. ATTEA & BROS.

JUNE: DORAL B1G1F / PROMOTION #800432

Dear Frank:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 15 skus of B1G1F Displays (Item #541865) to pack and ship this promotion to your participating retail accounts. ***This includes 4 Displays to be shipped to J. Kern***

| DORAL BRAND STYLE | B1G1F UPC Code | #/ (6M) Cases B1G1F |
|----------------------|-------------------|------------------------|
| <i>Men Lt 100</i> | 12300-25365 | <u>1</u> |
| <i>Ult Light 100</i> | 12300-25363 | <u>1</u> |

DISPLAY DETAIL (#541865)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:

May 18, 1998

Ship Date to Retail:

Week of: June 8, 1998

SKU CUBE :

0.4955

SKU WT (w/o Product):

1.1000 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$140.11

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR JUN B1G1F'

51859 6623

-2-
B1G1F
M. ATTEA & BROS.

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY).
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER*
LIST.

DISPLAY LOAD:

*4 CARTONS; TWO CARTONS EACH STYLE:
DORAL MEN LT 100 / DORAL ULT LT 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you
\$4.90 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis.
This equates to **\$9.80 (2 (6M) case(s) @ \$4.90)**. Payment will be made as soon as possible
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: K. Jurgensen

L. E. MacWilliams

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

JNB1-432.DOC

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SPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 2

DATE: 98-04-29

TIME: 10:58 AM

WHOLESALE : 026040 MILHEM ATTEA & BROS., INC. <DIRECT>
TEMPLATE : 800432 80600 DOR JUN BIGIF
TEMPLATE SEQ : 0910
SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE # |
|--------|--------|--------|---------------------|-------------------|---------------|----|-------|-----|-----|-----------|----------|---------------|
| 162601 | 162626 | 398853 | MARIO'S | 2304 PINE AVE | NIAGARA FALLS | NY | 14301 | 2 | | | | (716)282-4391 |
| 162601 | 162625 | 647757 | G&G PETROLEUM | 1543 NIAGARA ST. | BUFFALO | NY | 14213 | 1 | | | | (716)882-8334 |
| 162601 | | 760242 | B'S QUICK MART | 1060 NIAGARA FALL | N TONAWANDA | NY | 14120 | 1 | | | | (716)692-7271 |
| 162601 | 162625 | 076920 | DELAWARE VARIETY | 569 DELAWARE AVE | BUFFALO | NY | 14202 | 1 | | | | (716)882-5246 |
| 162603 | 162629 | 745889 | REECE MOBIL ONTHERU | 1051 HARLEM RD | CHEEKTOWAGA | NY | 14227 | 1 | | 1449-0000 | | (716)825-0311 |
| 162603 | 162625 | 812740 | RICOTA'S MARKET | 206 ELK ST | BUFFALO | NY | 14210 | 1 | NYS | | | (716)825-9135 |
| 162603 | 162625 | 396910 | SUPERIOR FOOD KING | 1084 CLINTON ST | BUFFALO | NY | 14206 | 2 | NYS | | | (716)853-9280 |
| 162603 | 162625 | 397178 | HARRY'S DELI | 275 ABBOTT RD | BUFFALO | NY | 14220 | 2 | NYS | | | (716)823-3036 |

PAGE BREAK TOTAL ACCOUNTS

8

TOTAL QUANTITY

11

TEMPLATE TOTAL ACCOUNTS

8

TOTAL QUANTITY

11

+ 4 Replays
J. Kern
15

51859 6625

DORAL

Discover Our New Look, The Big American Adventure Sweepstakes, And A Buy 1 Get 1 Free Promotion. *June Is Packed with Excitement!*

Only Doral could bring such excitement to the month of June. First of all, we're introducing a dynamic new packaging design, as well as a sweepstakes offering your customers a chance to win a chartered tour of six exciting American destinations. Then there's the Buy 1 Get 1 Free Promotion.

The 2-pack sleeves are pre-packaged in a 20-unit display which can be easily restocked and refilled.

POS Card/ Alternate Header



Next, the Counter Display and POS Card work to call attention to your money-saving promotion as well as to "The Big American Adventure" Sweepstakes. The Counter Display is small enough for any sales counter.

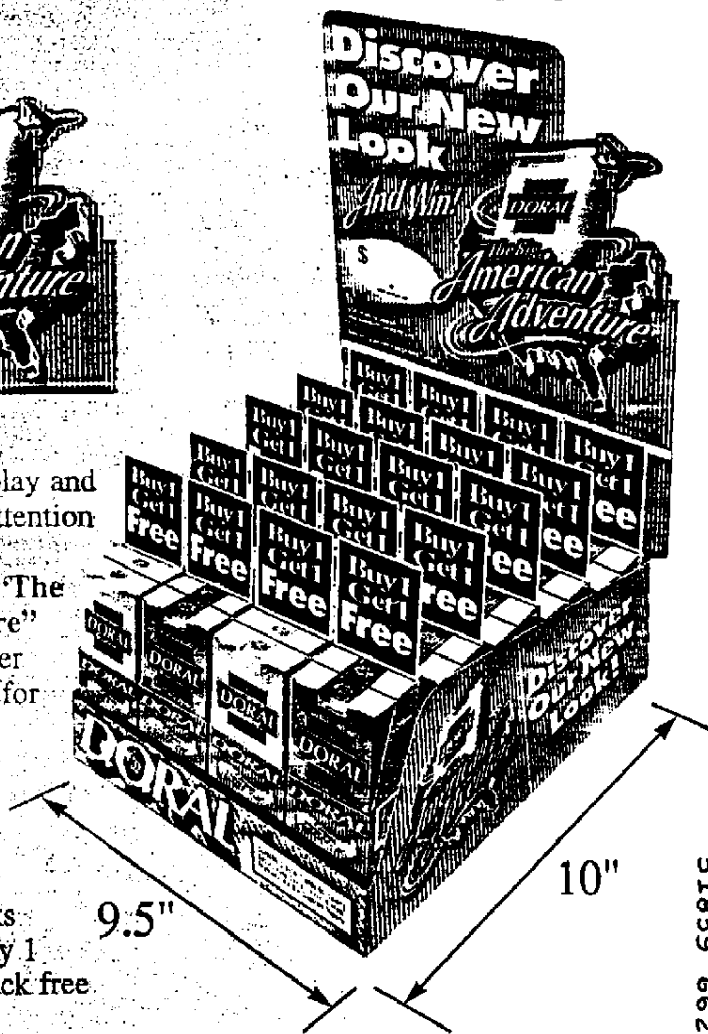
Details -

- 20 Offers Per SKU
- Special complimentary tear-tape on gratis packs
- Offer to customer - Buy 1 pack of Doral; get 1 pack free.

2-Pack Sleeve



Counter Display



SWEEPSTAKES VOID IN MA, MI, AND VA,
AND WHERE PROHIBITED BY LAW.

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WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS

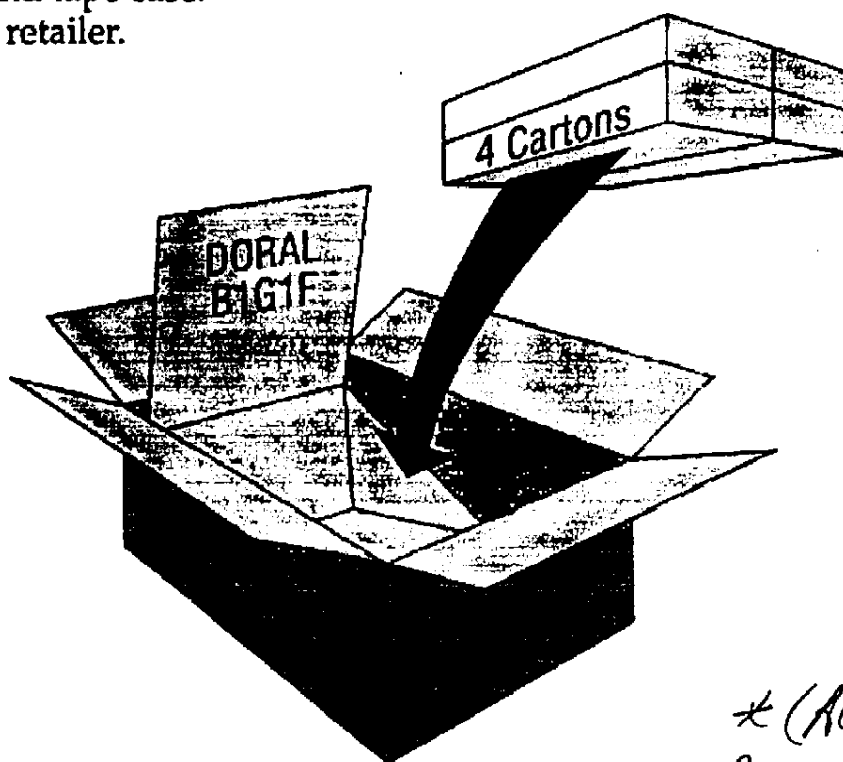
2ND QTR.'98

June DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



* (Accts w/15 or less)
Ensure Brand mix
if only 2 styles
are shipped

Item: # 541865

Promotion Reporting Description: DOR JUN B1G1F

| Brand Style | MEN LT 100 | ULT LT 100 | FF BOX 100 | LT BOX 100 | | |
|-------------------|---------------|---------------|---------------|---------------|--|--|
| Number of Cartons | 1 | 1 | 1 | 1 | | |

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